1. Something called the law of diffusion of innovation and if you don't know the law you definitely know the terminology the first two and a half percent of our population are our innovators the next 13 and a half percent of our population are our early adopters the next 34 are your early majority your late majority and your laggards the only reason these people buy touch tone phones is because you can't buy rotary phones anymore we all sit at various places at various times on the scale but with the law of diffusion of innovation tells us
2. is that if you want Mass Market success or mass Market acceptance of an idea you cannot have it until you achieve this Tipping Point between 15 and 18 Market penetration and then the system tips and I love asking businesses what's your conversion on new business and they'd love to tell you oh it's about 10 proudly well you can trip over 10 of the customers we all have about 10 who just get it that's how we describe them right that's like that gut feeling oh they just get it the problem is how do you find the ones that just get it before
3. you're doing business with them versus the ones who don't get it so it's this here this little Gap that you have to close as Jeffrey Moore calls it crossing the chasm because you see the early majority will not try something until someone else has tried it first and these guys the innovators and the early adopters they're comfortable making those gut decisions they're more comfortable making those intuitive decisions that are driven by what they believe about the world and not just what product is available these are the people who stood online
4. for six hours to buy an iPhone when they first came out when you could have just walked into the store the next week and bought one off the shelf these are the people who spent forty thousand dollars on flat screen TVs when they first came out even though the technology was substandard and by the way they didn't do it because the technology was so great they did it for themselves it's because they wanted to be first people don't buy what you do they buy why you do it and what you do simply proves what you believe
5. in fact people will do the things that prove what they believe so let me give you a famous example a famous failure and a famous success of the law of diffusion of innovation first the famous failure because you see when TiVo launched their product they told us all what they had they said we have a product that pauses live TV skips commercials rewinds live TV and memorizes your viewing habits without you even asking and the cynical majority said we don't believe you we don't need it we don't like it you're scaring us
6. what if they had said if you're the kind of person who likes to have total control over every aspect of your life boy do we have a product for you it pauses live TV skips commercials memorizes your viewing the habits etc etc people don't buy what you do they buy why you do it and what you do simply serves as the proof of what you believe now let me give you a successful example of the law of diffusion of innovation in the summer of 1963 250 000 people showed up on the mall in Washington to hear Dr King speak they sent out no invitations
7. and there was no website to check the date how do you do that well Dr King wasn't the only man in America who was the who was a great auditor he wasn't the only man America who suffered in a pre-civil rights America in fact some of his ideas were bad but he had a gift he didn't go around telling people what needed to change in America you know he went around and told people what he believed I believe I believe I believe he told people and people who believed what he believed took his cause and they made it their own and they told people
8. and some of those people created structures to get the word out to even more people and lo and behold 250 000 people showed up on the right day on the right time to hear him speak how many of them showed up for him zero they showed up for themselves it's what they believed about America that got them to travel on a bus for eight hours to stand in the sun in Washington for in the middle of August it's what they believed and it wasn't about black versus white 25 of the audience was white Dr King believed that there were two
9. types of laws in this world those that are made by a higher authority and those that are made by man and not until all the laws that are made by man are consistent with the laws that are made by the higher authority will we live in a just world it just so happens that the Civil Rights Movement was the perfect thing to help him bring his cause to life we followed not him not for him but for ourselves and by the way he gave the I Have a Dream speech not the I have a planned speech [Music] listen to politicians now with a
10. comprehensive 12-point plans they're not inspiring anybody because there were leaders and there are those who lead ERS hold a position of power or authority but those who lead Inspire us whether they're individuals or organizations we follow those who lead not because we have to but because we want to we follow those who lead not for them but for ourselves and it's those who start with why that have the ability to inspire those around them or find others who Inspire them thank you very much [Applause]